



**FIVE MOMS LAUNCH NEW "COUNT THE KICKS!" APP,
WITH GOAL OF SAVING BABIES AFTER LOSING THEIR OWN**

Five Iowa women who experienced the devastating loss of their baby girls are turning their heartache into a global movement to save babies. Janet Petersen, Kerry Biondi-Morlan, Jan Caruthers, Tiffan Yamen and Kate Safris all lost daughters within months of each other due to pregnancy complications or stillbirth. Through a series of conversations with doctors and each other, they realized one thing that could help save others from such heartbreak: Counting Kicks.

Scientific studies indicate kick counting, a daily record of a baby's movements (kicks, rolls, punches, jabs) during the third trimester, is an easy, free and reliable way to monitor a baby's well-being in addition to regular prenatal visits.

[This video shows their powerful friendship and how the new app will help save babies.](#)

Available for free in the Android and Apple online stores, the *Count The Kicks!* app helps pregnant women track their baby's movements. Moms can use the app each day, while the app logs their kick-counting history. Moms can then see what is normal for their baby and will know if their baby's movement pattern is changing. *Count the Kicks* urges expectant moms to contact their health care provider immediately if they see significant changes in their baby's movement patterns. The app comes with a helpful daily reminder that expectant moms can set to their convenience.

As quick as taking a photo and posting it to Instagram, as easy as surfing Facebook for status updates, the new *Count the Kicks!* app takes saving babies into the 21st century and makes things simple for moms.

In 2009, the Iowa moms launched *Count The Kicks*, a public awareness campaign dedicated to saving babies. They've created a network of supportive hospitals, doctors and advocates who are spreading their message, have ambassadors in seven states, and helped get Iowa's Stillbirth Registry law enacted.

The new app launches on Mother's Day. The *Count the Kicks* founders would be delighted to talk with you about the app and what inspired them to help save other families from the kind of heartbreak they endured.

[Click here to read stories from families across America who credit the women with helping save their babies.](#)

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